EOM/EOC

WEWS

ON YOUR SIDE

ORDER

Flight Dates 10/22/12-11/05/12

<u>Order Sep</u> 00:20:00

Billing Cycle

Product Estimate #

Contract / Revision 306932 / Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

08/03/12 10/23/12 Billing Contact Order Type GENERAL

Advertiser Republican Senate Campaig

7720 Benson Road Billing Calendar BROADCAST Carroll, OH 43112

Midwest Communications & Demographic A25-54

Agency Midwest Communications & Rev Codes POL POL CAND

Buying Contact Polymer Polymer

Sales Office WEWSL Product Codes PL

49 S Grant Avenue Sales Region LOC Priority P-2

Columbus, OH 43125 Agency Ref Advertiser Ref

Primary Account Executive

WEWS Local Political

Account Executive Order% Start Date End Date

WEWS Local Political 100%

Order Share %	Market Value
Competing Station	% of Order

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Rating Start Date End Date Month # of Spots Net Amount Gross Amount # Spots **Net Amount Gross Amount** October 2012 48 \$56,865.00 \$66,900.00 0.00 10/01/12 10/28/12 48 \$56,865.00 \$66,900.00 November 2012 59 \$74.885.00 \$88,100,00 0.00 10/29/12 11/05/12 59 \$74.885.00 \$88,100.00

Totals 107 \$131,750.00 \$155,000.00 0.00

										Tot	als
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS	5 10/22/12	2 11/05/12	M-SU 11-1135P	Late Ne M	11-1135p		:30 0	\$3,000.00 P-1	0.00 NM	9	\$27,000.00
			M-SU 11-1135P	Late Nev							
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10)/22/12	10/28/12	MTWTF- S	4	\$3,000.00	0.00					
Week: 10)/29/12	11/04/12	MTWTF- S	4	\$3,000.00	0.00					
Week: 1	1/05/12	11/11/12	M	1	\$3,000.00	0.00					

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Contract / Revision 306932 Flight Dates 10/22/12-11/05/12 Hiatus Dates

<u>Original Date / Revision</u> 08/03/12/ 10/23/12 <u>Order Sep</u> 00:20:00

Advertiser Republican Senate Campai Product Estimate #

										Tot	als_
Ln Ch Sta		Inventory Code		Start/End	Time Days	Len Spo			Rtg Type		Amount
N 2 WEWS 10/2	2/12 11/05/12	M-F GMC 5-6a M-F GMC 5-6a	СМ	5-6a		:30	0 \$7	750.00 P-1	0.00 NM	11	\$8,250.00
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12		MTWTF MTWTF	5	\$750.00	0.00						
Week: 10/29/12 Week: 11/05/12		M	5 1	\$750.00 \$750.00	0.00 0.00						
N 3 WEWS 10/2			CM	6-7a		:30	0 \$9	950.00 P-1	0.00 NM	7	\$6,650.00
		M-F GMC 6-7a				.00	υ ψ.		0.00 14.01	•	ψο,οσσ.σσ
Start Dat		<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/22/12 Week: 10/29/12		MTWTF	3	\$950.00 \$950.00	0.00 0.00						
Week: 11/05/12		M	1	\$950.00	0.00				j		
N 4 WEWS 10/2	2/12 11/05/12	M-F GMA 7-9a M-F GMA 7-9a	СМ	7-9a		:30	0 \$9	950.00 P-1	0.00 NM	7	\$6,650.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12		MTWTF	3	\$950.00	0.00				I		
Week: 10/29/12		МГЖГБ	3	\$950.00	0.00						
Week: 11/05/12		M	1	\$950.00	0.00						_
N 5 WEWS 10/2	2/12 11/05/12	M-F 9-10a Live With Kelly	СМ	Live With K	elly	:30	0 \$6	650.00 P-2	0.00 NM	11	\$7,150.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12		MTWTF	5	\$650.00	0.00						
Week: 10/29/12		MTWTF M	5 1	\$650.00	0.00						
Week: 11/05/12		M-F 12-1230pm N	-	\$650.00 12-1p	0.00	:30	0 61 6	200.00 P-1	0.00 NM	11	\$13,200.00
N O WEWS 10/2	2/12 11/03/12	M-F 12-12-30pm N	News Civi	(12:00 PM-1		.30	Ο φι,	200.00 F-1	U.UU INIVI	"	φ13,200.00
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 Week: 10/29/12		MTWTF MTWTF		\$1,200.00 \$1,200.00	0.00 0.00						
Week: 11/05/12		M		\$1,200.00	0.00						
N 7 WEWS 10/2		M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	СМ	4-5p Dr Oz		:30	0 \$1,0	000.00 P-2	0.00 NM	11	\$11,000.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/22/12		MTWTF		\$1,000.00	0.00				İ		
Week: 10/29/12		MTWTF		\$1,000.00	0.00						
Week: 11/05/12		M		\$1,000.00	0.00						
N 8 WEWS 10/2	2/12 11/05/12	M-F 6-630p News M-F 6-630p News		6-630p		:30	0 \$2,	500.00 P-1	0.00 NM	11	\$27,500.00
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12		MTWTF		\$2,500.00	0.00						
Week: 10/29/12 Week: 11/05/12		MTWTF M		\$2,500.00 \$2,500.00	0.00 0.00						
N 9 WEWS 10/2		M-F 730-8P	СМ	730-8p		:30	0 \$1,2	200.00 P-2	0.00 NM	11	\$13,200.00
Start Dat	o End Data	730-8p	Spots/Mook	Poto	Pating						
Week: 10/22/12		<u>Weekdays</u> МГWГF	Spots/Week 5	Rate \$1,200.00	Rating 0.00						
Spot Ch Date		Description		t/End Time		eekdays_	Length	Rate	Rtg Type		
2 VEWS 10/2	2/12-10/28/12 I	<u>л-F</u> 730-8Р	730-	8p	M	<u>ГWГhF</u>	:30		0.00 <i>NM</i>		
See MG	9.12										
[hra]	4/40 40/00/45	4.5.7.700	-	0		uml E		#4 000 00	0.00 111		
12 /EWS 10/24		/I-Γ /-/3UP	7-73	υρ		WThF	:30	ֆ1,∠00.00	0.00 NM		
MG for 9 ∫Per Bob											
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WEWS

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Contract / Revision 306932 Flight Dates 10/22/12-11/05/12 **Hiatus Dates**

Original Date / Revision 08/03/12/ 10/23/12 Order Sep 00:20:00

Advertiser Republican Senate Campai Product Estimate #

	tals_
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots	Amount
N 9 WEWS 10/22/12 11/05/12 M-F 730-8P CM 730-8p :30 0 \$1,200.00 P-2 0.00 NM 11	\$13,200.00
730-8p	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12 11/04/12 MTWTF- 5 \$1,200.00 0.00	
<u>Spot Ch Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays Length</u> <u>Rate Rtg Type</u>	
6 VEWS 10/29/12-11/04/12 M-F 730-8P 730-8p MTWThF :30 (\$1,200.00) 0.00 NM	
See MG 9.13	
[N/A POLITICAL]	
13 /EWS 10/29/12-11/04/12 M-F 7-730p 7-730p MTWThF :30 \$1,200.00 0.00 NM	
MG for 9.6 10/29	
[per Bob]	
Week: 11/05/12 11/11/12 M 1 \$1,200.00 0.00	
N10 WEWS 10/22/12 11/05/12 M-F 1135p-1202a Nightl@M 1135p-1207x :30 0 \$1,000.00 P-2 0.00 NM 7	\$7,000.00
M-F 1135p-1202a Nightlir	
Start Date	
Week: 10/22/12	
Week: 10/29/12	
Week: 11/05/12 11/11/12 M 1 \$1,000.00 0.00	
N11 WEWS 10/22/12 11/05/12 SA-SU GMA 8-9a CM 8-9a11 :30 2 \$700.00 P-2 0.00 NM 4	\$2,800.00
SA-SU GMA 8-9a	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12	
Week: 10/29/12	
WORK THOSH 2 THIN 2	#0.000.00
N 12 WEWS 10/22/12 11/05/12 SA 12a-1a CSI Miami Late :30 0 \$650.00 P-1 0.00 NM 4 SA CSI Miami Late	\$2,600.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12S- 2 \$650.00 0.00	
Week: 10/29/12 11/04/12S- 2 \$650.00 0.00	
Week: 11/05/12 11/11/12 0 \$0.00 0.00	
N13 WEWS 10/22/12 11/05/12 Friday Prime C CM 20/20 :30 0 \$7,000.00 P-1 0.00 NM 2	\$14,000.00
20/20	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12F 1 \$7,000.00 0.00	
Week: 10/29/12	
7760K. 17760/12 17717/12 0 \$7.3000.00 0.00	#0.000.00
N14 WEWS 10/22/12 11/05/12 Sunday Prime A CM AFHV :30 0 \$8,000.00 P-1 0.00 NM 1 AFHV	\$8,000.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12 0 \$0.00 0.00	
Week: 10/29/12 11/04/12S 1 \$8,000.00 0.00	
Week: 11/05/12 11/11/12 0 \$0.00 0.00	

Totals 107\$155,000.00